



Downtown Muskegon Business Improvement District

Meeting Agenda

May 28, 2019

380 Western Ave., Suite 202 Muskegon, MI at 4 PM

- 1) Call to Order
- 2) Consent Agenda
 - a) Approval of Agenda
 - b) Approval of Minutes from the meeting Nov. 27, 2018
 - c) Acceptance of financial statements as of April 30, 2019 and review financial position
 - d) Formal vote on 2019 landscaping LOU with city DPW from March 26
 - e) Formal vote on 2019 planter agreement with Barry's Flowers from March 26
- 3) Public Comment (on an agenda item)
- 4) New Business
 - a) Future landscaping support request from the city for Midtown/Third Street
 - b) DMN/DDA merger update/impact on the BID administration-staffing
 - c) BID meeting location going forward
 - d) Suggested BID board replacements for Clyde Whitehouse for city commission action
 - e) Future of the BID beyond 2020
- 5) Other Business
 - a) Downtown project update
 - b) Next meeting is scheduled for Tuesday July 23, 2019 4 p.m. chamber training room, 380 W. Western Ave. Suite 202, Muskegon, MI or at the call of the chair. Request to move it to July 30, same time and place.
- 6) Adjournment

To: BID board members

From: Dave Alexander, DMN executive director

Re: BID agenda notes for 5-28-19

Date: 5-24-19



Here are my comments and background on the agenda items for your next meeting **Tuesday May 28, 2019, 4 p.m.** at the training room of the Muskegon Lakeshore Chamber of Commerce, 380 W. Western Suite 202.

Financial report: Please find the financial report from the city finance department on the BID as of May 24. It shows you received \$145,301 in special assessments for 2019 and I expect a final payment in the coming weeks from the county for delinquent taxpayers. Expenditures are currently tracking your annual budget. You began your year with about \$50,000 in fund balance and I expect that will be pretty much where you begin 2020. A certain amount needs to be retained to protect yourself against tax defaulted properties that you might have to repay the county collected assessments for its delinquent tax bond. With the interest in downtown property, I doubt any delinquent tax properties would go through tax sale and not be bought, thus relieving you of repaying the county for the BID assessments. If the BID does not go beyond 2020, the board will need to look at what you want to do with the remaining fund balance.

Formal votes: Because you did not have quorum at your March meeting, I received informal authorization to go forward with the city landscaping letter of understanding and the Barry Flower planter agreement and as directed through email. You will need to formally approve those agreements for this summer and they are in your packet.

Midtown landscaping: Midtown/Third Street commercial district will receive a new streetscape this fall that includes landscape beds at the intersection bump outs, please see the included details. City DPW Director Leo Evans asks that the BID pick up the ongoing cost of the landscaping maintenance, estimated at \$2,000. I ask that the BID board approve that future expenditure from fund balance. The cost will not be incurred until the 2020 spring-summer-fall season.

BID staffing: The BID pays DMN \$25,000 for my staff services to the BID and to support the overall work of DMN. The agreement through 2020 is included in the packet. In the DMN-DDA merger, DMN will end operations July 1. I will become the executive director of the DDA. I would suggest that I continue providing staff services in my new role. I need to know what kind of agreement is needed with the DDA/city for the next year and a half.

BID meeting location: With my new position with the city, I believe I will have meeting-minute assistance from city planning staff. If that is the case, I would suggest we change our meeting location to the main floor conference room across from the city commission chambers.

BID board opening: With Clyde Whitehouse leaving the BID board, I have suggested to the city clerk that his position be filled with a new appointment through the end of 2020. Doug Pollock and I welcome any suggested nominees, knowing that the new member must be a BID payer or representing a BID payer. Doug and I will pass those suggestions along to the clerk who will work with city commission on making the appointment.

Future of the BID beyond 2020: You need to continue this conversation. The quicker you can make a recommendation to the city commission as to whether the BID should continue or not the better. If the BID continues, we can then begin to make a recommendation to commission on district size, number of years, rate of assessment and budget/work plan.

Downtown reports: I have included in your packet the April and May DDA-DMN downtown reports I now produce. Let me know if you have any questions.

Downtown Muskegon Business Improvement District

Meeting Minutes

Nov. 27, 2018

380 Western Ave., Suite 202 Muskegon, MI at 4 PM

1) Call to Order: 4:01 PM

Attendance: Clyde Whitehouse, Bob Tarrant, Gary Post (Vice Chairman), John Riegler, Bruce Lindstrom and Doug Pollock (Chairman)

Excused Absent(s): Phyllis Watson-Laudermill, Frank Peterson and Mike Hennessy.

Guests: Dave Alexander, Downtown Muskegon Now director, Karen Benson of GROW, Dennis Lohman.

2) Consent Agenda

- a) Approval of Agenda, minutes May 22, 2018, and acceptance of the financial statements as of Aug. 31 and Oct. 31, 2018. Without a quorum at the Sept. 25, 2018 meeting, approval of the snow removal plan for 2018-19.

Motion: John Riegler

Support: Clyde Whitehouse

Vote: All voted in favor

- 3) Public Comment (on an agenda item) – The board chose to leave the floor open for the whole meeting allowing attendees to participate as they like. Karen Benson from GROW introduced herself. She is a Muskegon-based business development specialist for the business financing agency in Grand Rapids.

4) New Business

- a) Dave Alexander provided an update on the Downtown Muskegon Now and Downtown Development Authority merger that was agreed to among the two boards. There was a general discussion and how the BID might fit into the new downtown management and policy-making arrangement. The increase in downtown resources through the DDA is a good issue to face. Alexander said it was anticipated that he would move his work from DMN to the DDA, remain in his current location and continue to provide staff services to the BID. Details will become clearer as DMN and the DDA move toward an anticipated July 1 merger.
- b) Dave Alexander presented the 2019 BID budget. It is a status quo spending plan from 2018. He suggested continuing as if the merger was not going to happen and

then readjust if need be after July 1. The budget showed \$161,647 in anticipated revenues down due to unfavorable Michigan Tax Tribunal decisions for the BID. The spending plan for was reduced to \$161,647 with a \$3,147 contingency. The major cut was done in the marketing, events and promotion line item reduced to \$15,500. The estimated fund balance at the end of 2018 was approximately \$50,000.

Motion to approve the 2019 budget: Doug Pollock

Support: Bob Tarrant

Vote: All voted in favor

- c) Dave Alexander gave an update on the new community Christmas Tree for Hackley Park. The BID contributed \$5,000 from its 2019 streetscape fund and committed \$5,000 from its 2019 streetscape fund. The tree was unveiled for this season at the Nov. 24 community tree lighting event that kicked off Holidays in the City. raised the issue of planter locations for this summer. After some discussion of the options for the 61 planters, a consensus formed to move about five planters from Western Avenue and Third Street and place them along Second Street from Western to Clay and along Clay Avenue at Jefferson. The board directed Dave Alexander to make those adjustments to better spread out the BID landscaping through the district. No formal action was taken. Alexander also shared with the board the downtown decorations contract with Christmas Creations by Bailey for \$8,650, the same vendor the BID has used the past two years and longer.
- d) The BID board reviewed its 2019 meeting dates having the board meet every other month on the fourth Tuesday at 4 p.m. in the Muskegon Lakeshore Chamber of Commerce Training Room, 380 W. Western Suite 202, Muskegon, MI 49440. Those dates will be Jan. 22, March 26, May 28, July 23, Sept. 24 and Nov. 26.

Motion to approve the 2019 meeting dates: John Riegler

Support: Clyde Whitehouse

Vote: All voted in favor

5) Other Business

- a) Dave Alexander gave a report on Holidays in the City and the marketing efforts DMN is taking on behalf of the BID to support downtown retailing this Christmas season. \$2,500 of the marketing, events and promotion budget cover those expenses. No action was taken.

6) Adjournment

4:59 PM

No Objection

Minutes produced and submitted by Dave Alexander, executive director of Downtown Muskegon Now.

ACCOUNT BALANCE REPORT FOR CITY OF MUSKEGON
PERIOD ENDING 05/31/2019

GL NUMBER	DESCRIPTION	2018-19 AMENDED BUDGET	BEG. BALANCE 07/01/2018	ACTIVITY FOR MONTH 05/31/2019	YEAR-TO-DATE THRU 05/31/19	END BALANCE 05/31/2019
Fund 297 - DOWNTOWN MUSKEGON BID						
Assets						
297-00000-1101	CASH IN BANK		135,788.75	(6,129.30)	5,981.12	141,769.87
297-00000-1251	ACCOUNTS RECEIVABLE		0.00	0.00	0.00	0.00
297-00000-1271	SPECIAL ASSESSMENT RECEIVABLE		0.00	0.00	0.00	0.00
TOTAL ASSETS			135,788.75	(6,129.30)	5,981.12	141,769.87
Liabilities						
297-00000-2100	ACCOUNTS PAYABLE		0.00	0.00	0.00	0.00
TOTAL LIABILITIES			0.00	0.00	0.00	0.00
Fund Equity						
297-00000-3400	FUND BALANCE UNRESERVED		135,788.75	0.00	0.00	135,788.75
TOTAL FUND EQUITY			135,788.75	0.00	0.00	135,788.75
Revenues						
297-00000-4161	SPECIAL ASSESSMENTS	0.00		0.00	145,301.24	145,301.24
297-00000-4805	CONTRIBUTIONS	0.00		0.00	0.00	0.00
297-00000-4901	OP. TRANS FROM GENERAL FUND	0.00		0.00	0.00	0.00
297-00000-4970	INTEREST INCOME	0.00		0.00	429.95	429.95
TOTAL REVENUES		0.00		0.00	145,731.19	145,731.19
Expenditures						
297-00000-5300	BUDGETED CONTRACTUAL SERVICES	0.00		0.00	0.00	0.00
297-70803-5201	OFFICE SUPPLIES	0.00		0.00	0.00	0.00
297-70803-5207	POSTAGE	0.00		0.00	0.00	0.00
297-70803-5346	CONTRACTUAL SERVICES	0.00		6,129.30	127,707.58	127,707.58
297-70803-5352	PUBLIC RELATIONS	0.00		0.00	12,042.49	12,042.49
TOTAL EXPENDITURES		0.00		6,129.30	139,750.07	139,750.07

05/23/2019 04:47 PM
 User: beth.lewis
 DB: Muskegon

GL ACTIVITY REPORT FOR CITY OF MUSKEGON
 FROM 297-70803-5201 TO 297-70803-5352
 TRANSACTIONS FROM 01/01/2019 TO 05/31/2019

Page: 1/1

Date	JNL	Type	Description	Reference #	Debits	Credits	Balance
Fund 297 DOWNTOWN MUSKEGON BID							
01/01/2019			297-70803-5346 CONTRACTUAL SERVICES		BEG. BALANCE		58,185.00
01/09/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	35005	225.00		58,410.00
			JAN 2019 SHOVELING INSTALLMENT				
01/09/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	35006	1,110.00		59,520.00
			SNOW PLOWING INSTALLMENT				
01/23/2019	AP	INV	TERRASCAPE ARCHITECTS INC	1805	1,200.00		60,720.00
			SNOWPLOWING 1144 THIRD ST				
02/06/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	35603	2,080.00		62,800.00
			JANUARY SALTING WITH LIQUID				
02/21/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	34837	1,280.00		64,080.00
			SALTING NOV 2018				
02/21/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	35744	225.00		64,305.00
			FEB 2019 SEASONAL SHOVELING				
02/21/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	35745	1,110.00		65,415.00
			SEASONAL SNOW PLOWING FEB 2019				
04/10/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	36663	960.00		66,375.00
			SALTING MARCH 2019				
04/10/2019	AP	INV	DOWNTOWN MUSKEGON NOW	2237	6,703.28		73,078.28
			REIMBURSEMENT FOR INS, EVENTS, MARKE				
04/30/2019	GJ	JE	TO MOVE BID MONEY TO THE GF FOR WINT	5041	48,500.00		121,578.28
05/09/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	36364	4,314.30		125,892.58
			SALTING FOR FEBRUARY				
05/09/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	34996	480.00		126,372.58
			SALTING DECEMBER 2018				
05/09/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	36386	1,110.00		127,482.58
			SEASONAL SHOVELING MARCH 2019				
05/09/2019	AP	INV	SUMMIT LAWN CARE & SNOWPLOWING	36385	225.00		127,707.58
			SEASONAL SHOVELING MARCH 2019				
05/31/2019			297-70803-5346	END BALANCE	69,522.58	0.00	127,707.58
297-70803-5352 PUBLIC RELATIONS							
01/01/2019					BEG. BALANCE		7,042.49
01/14/2019	AP	INV	MISC CREDIT CARD VENDOR	01/04/2019	5,000.00		12,042.49
			JOURNAL COMMUNICATIONS - LIVABILITY				
05/31/2019			297-70803-5352	END BALANCE	5,000.00	0.00	12,042.49

Letter of Understanding

City of Muskegon DPW and Muskegon Downtown Business Improvement District

This is a Letter of Understanding between the Muskegon downtown Business Improvement District (BID) and city of Muskegon Department of Public Works (city) concerning landscaping in downtown Muskegon for the spring, summer and fall of 2019. City and BID officials will work together to provide superior service for the best presentation of downtown possible.

The BID board voted on March 26, 2019 to accept the offer of the city of Muskegon to provide landscape services this summer. That offer excludes preparation and maintenance of the flower planters throughout the BID district. The planter work will be done for the BID by Barry's Flower Shop of Muskegon for summer 2019.

The city will perform the work below on a **time and material basis not to exceed \$21,000.**

Scope of Work

Lawn Fertilization/Weed Control

- 4 fertilization applications on medians and terraces between Third Street and Terrace Street along Western Avenue
 - o Spring (completed by June 1)
 - o Early Summer (completed by July 30)
 - o Late Summer (completed by September 30)
 - o Fall/Winterized (completed by Nov. 30)
- At the same time, apply liquid weed control to the service area including:
 - o Cracks
 - o Curb lines
 - o Landscaping beds
 - o Along buildings
 - o Parking lots behind Russell Block & the Hines Building (parking area entered from Morris Avenue between Second and Third Streets).
 - o Alcoa Celebration Square rock beds at First Street and West Western Avenue

Spring Clean Up

- Removal of lawn and landscaping area debris
- Cut all ornamental grasses and annual plants to spring start height
- Remove all day Lilly dead loss and cleanout beds
- Removal all trash from landscaped beds, curbs, & open fields
- Haul all yard waste from site
- Clean-up of curb lines and dress property for appearance
- Clean-up landscaping rocks (moving back into islands) in the parking lots behind the Hines Building & Russell Block

Hardwood Mulch Installation & Bed Prep

- Pull weeds, and remove all debris from bark beds
- Install sod cut edge and prep all corners of landscaping beds
- Haul and spread shredded hardwood bark 2" deep in beds on Western Avenue between Terrace and Third Streets, including around the Third/Western traffic circle.

Trimming and Pruning

- Trim & prune shrubs, bushes & trees to promote healthy growth and uniformity
- Remove and dispose of trimming debris

Fall cleanup

- Leaf removal from plantings between Terrace Street and Third Street along West Western Avenue and in the Olthoff Stage area of Third Street between West Western and Clay avenues.

Special Instructions

Downtown Muskegon hosts several festivals throughout the summer, set up for these festivals begins on the following dates and efforts should be made to ensure regular maintenance doesn't interfere with event setup/activities. **The city will turn off irrigation the day before the noted set-up start dates.**

Event	Set-up Starts	Event times	Breakdown
Parties in the Park	Fridays 3-5 pm	Summer Fridays 5-9 pm	Same night
Taste of Muskegon	Thursday, June 13	June 14-15 11am-9pm	Sunday, June 16
Lakeshore Art Festival	Thursday, July 4	July 5-6 10 am-6 pm	Sunday, July 7
Muskegon Rebel Road	Wednesday, July 16	July 17-21 10 am-11 pm	Monday, July 22

Dave Alexander, executive director of Downtown Muskegon Now (Downtown Development Authority after July 1), will be the city's contact concerning BID landscaping in downtown Muskegon. DPW

Director Leo Evans, parks supervisor Bernadette Young and/or their designee will be the contact person for the city.

On behalf of the city Department of Public Works:

_____ Date: _____

Frank Peterson, Muskegon city manager

On behalf of the downtown Muskegon Business Improvement District:

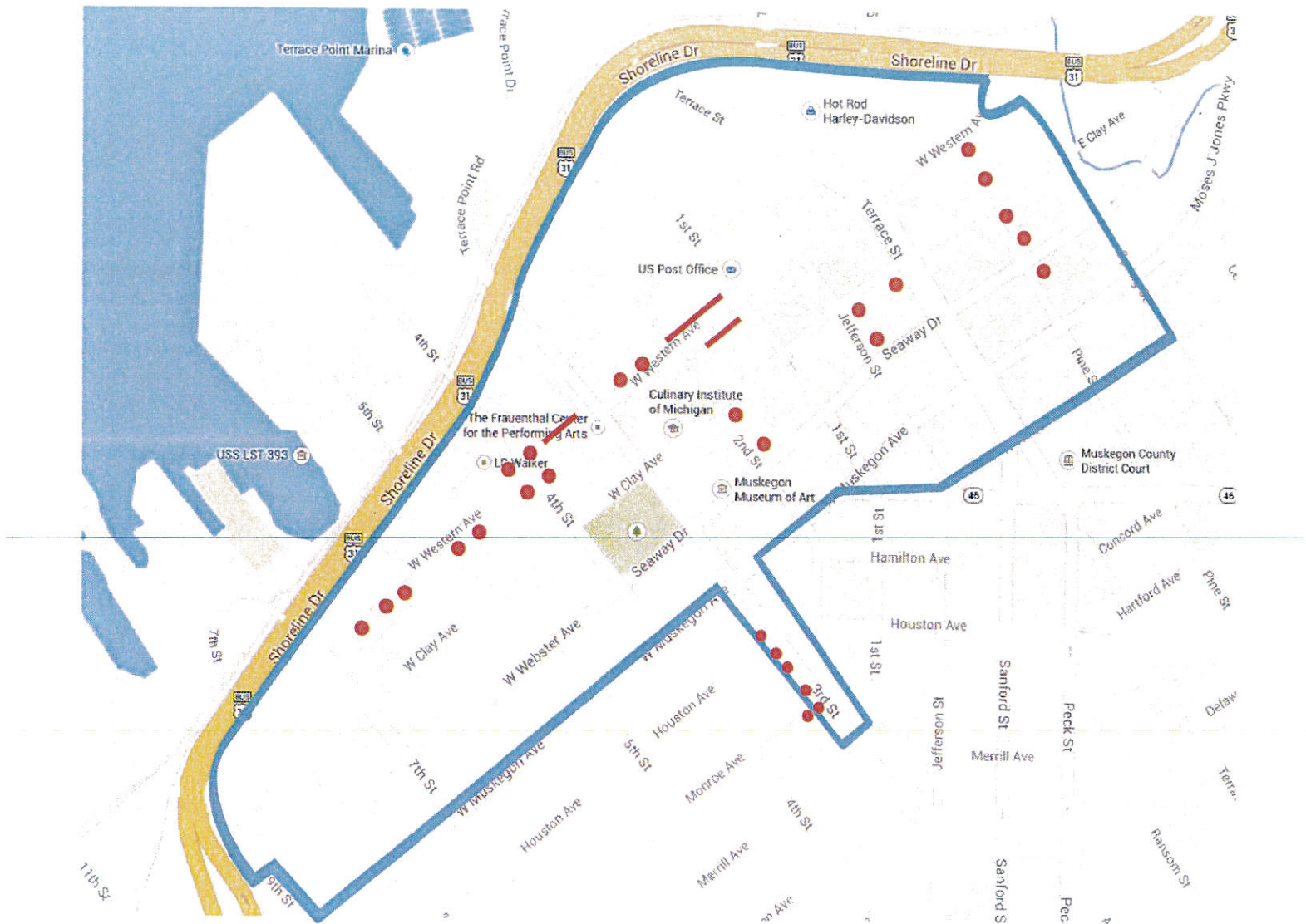
_____ Date: _____

Doug Pollock, BID board chairman



Orange – Parking lots behind Russell Block & Hines Building
Blue – areas to receive landscaping maintenance

2019 Downtown Planter Map



KEY:

- BID District
- BID planters in downtown (there are 27)
- Tin planters on Western (there are 43)

Dave Alexander

From: dawn barry <barrysonline@yahoo.com>
Sent: Monday, March 18, 2019 12:00 PM
To: Dave Alexander
Subject: Re: Planters

Hi Dave,

Ok so for 70 total planters the cost would be a total of \$11550.00

Let me know if that will work.

Thank you,
Dawn Barry
Barrys

Sent from Yahoo Mail for iPad

On Monday, March 18, 2019, 11:18 AM, Dave Alexander <DAlexander@downtownmuskegon.org> wrote:

Dawn:

Sorry for the delay on this. I just got out to drive the areas Friday. Below in bold is what I found.

The bottom line is that we have 27 cement planters for this summer and 43 tin troughs. There are four more troughs in the mid block of Western between Fourth and Third street, northside across from the Hilt building and there are two more cement planters than you listed.

Can you give me a ball park on cost this year based on those numbers? I have a BID meeting next Tuesday and would like to have that by noon Thursday. I have attached last year's agreement.

Call or email with question or concerns.

Thanks.

Dave Alexander

Executive Director

Downtown Muskegon Now

(231) 215-8827

WATCH MUSKEGON

From: dawn barry [mailto:barrysonline@yahoo.com]
Sent: Thursday, February 21, 2019 4:35 PM
To: Dave Alexander <DAlexander@downtownmuskegon.org>
Subject: Planters

Hi Dave,

It was nice seeing you today! I want to go over the amount of planters and locations to make sure I am including all of them and also doing the right ones. These are the ones I know about and includes all the ones we did last year:

Pine St. —5 large concrete

Third St —4 large concrete

Monroe —2 large concrete

4th & Western —4 small concrete

5th & Western —2 large concrete

6th & Western —2 small concrete

Front of radiology —1 small concrete

Coffee Shop —1 small concrete **Do you mean Western in front of Unruly/Russell Block ... actually there are two**

2nd & Clay —1 small concrete **Also Second and Western 1 small for a total on Second of two.**

Jefferson & Clay —1 small concrete

Across from Hennesseys—1 small concrete

Terrace & Clay —1 small concrete

(Total = 13 large, 12 small)

Across from Kiosks —9 large troughs, 12 small troughs

Behind Hawaiian Ice —2 large troughs

New troughs northside of Western between Third and Fourth, 4 large

Between Kiosks —4 large troughs, 14 small troughs

(Total = 13 large troughs, 26 small troughs) **Total tin troughs are 43**

Grand total 64 planters —are we supposed to be doing all of these? And did I miss any?

The grand totals are 27 cement planters and 43 troughs, overall 70 units.

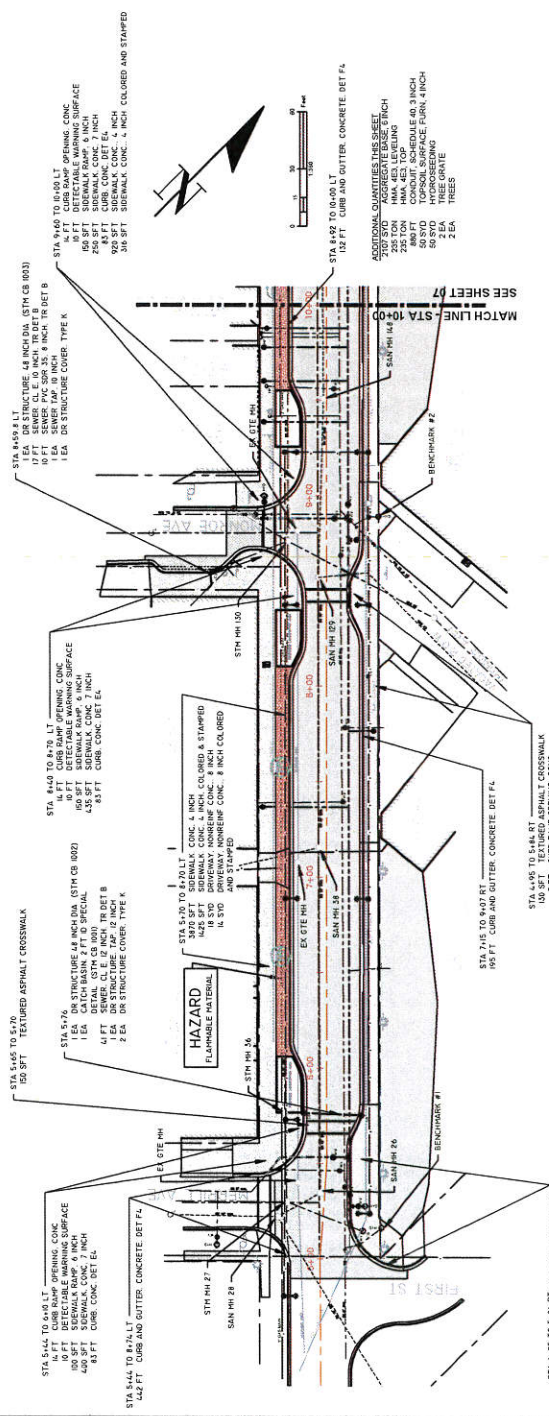
Thank you,

Dawn Barry

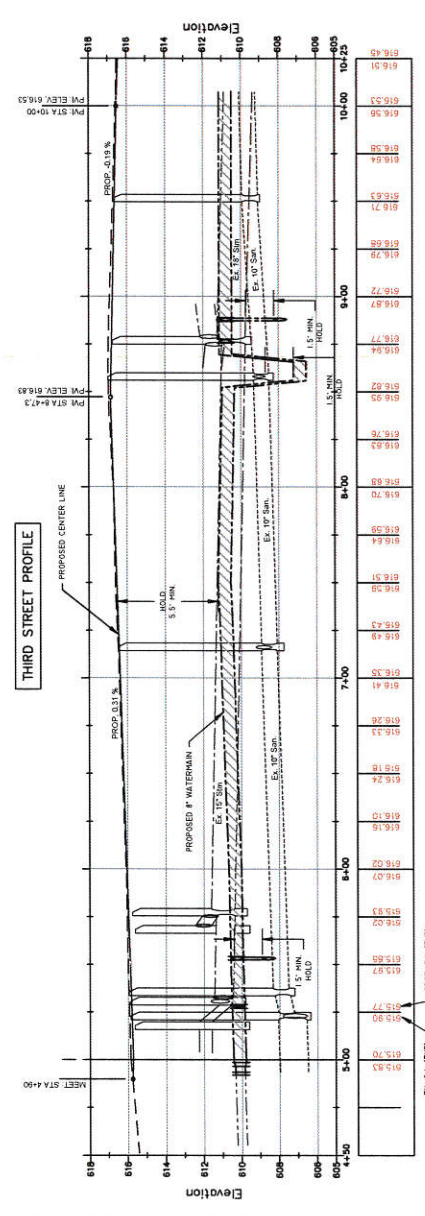
Barry's

Sent from Yahoo Mail for iPad

PROPOSED CONSTRUCTION PLAN



Structure #	Station	Offset	Width	Depth	Notes
STM CB 1001	5176.11	25	8	10	10' DETAIL
STM CB 1002	5176.11	25	8	10	10' DETAIL
STM CB 1003	5176.11	25	8	10	10' DETAIL

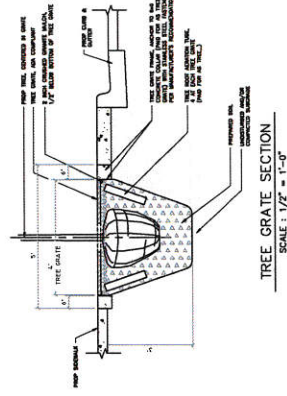


Structure #	Station	Offset	Width	Depth	Notes
STM CB 1001	5176.11	25	8	10	10' DETAIL
STM CB 1002	5176.11	25	8	10	10' DETAIL
STM CB 1003	5176.11	25	8	10	10' DETAIL

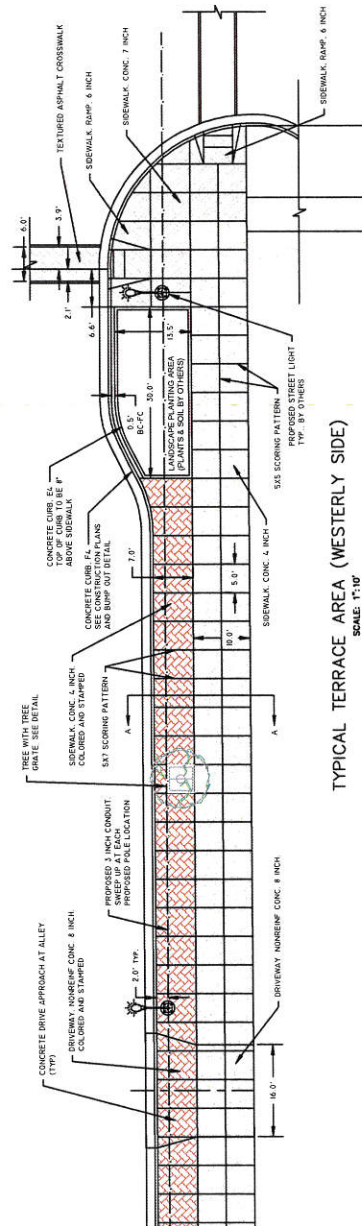
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STM CB 1001	5176.11	25	8	10	10' DETAIL
STM CB 1002	5176.11	25	8	10	10' DETAIL
STM CB 1003	5176.11	25	8	10	10' DETAIL

Structure #	Station	Offset	Width	Depth	Notes
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STM CB 1003	5176.11	25	8	10	10' DETAIL

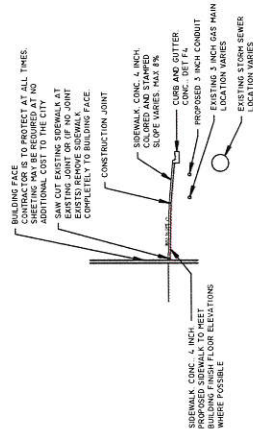
Structure #	Station	Offset	Width	Depth	Notes
STM CB 1001	5176.11	25	8	10	10' DETAIL
STM CB 1002	5176.11	25	8	10	10' DETAIL
STM CB 1003	5176.11	25	8	10	10' DETAIL

[illegible]

PLANT LIST			
KEY	BOTANICAL NAME	COMMON NAME	SIZE
ACFR	ACER X FREEMANI	CELEBRATION MAPLE	2 INCH
ULMO	ULMUS MORTON	TRIUMPH ELM	2 INCH



TYPICAL TERRACE AREA (WESTERLY SIDE)



CROSS SECTION A-A
SCALE: NTS

Letter of Understanding between Downtown Muskegon Now and the Muskegon Business Improvement District

- Downtown Muskegon Now (DMN) is a non-profit corporation focused on economic development, marketing and events in downtown Muskegon, Mich.
- The Muskegon Business Improvement District (BID) was established by the city of Muskegon in 2015 as a self-assessment district providing services and improvements in the downtown area. On Jan. 12, 2016, the Muskegon City Commission unanimously approved the final district property assessments to launch the BID. **The BID was renewed for three years at the end of 2017 by the commission.**
- At its Jan. 19, 2016 meeting, the BID Board of Directors selected DMN to provide staff services to the district and renewed that arrangement in January 2017. For the past two years, DMN has administer the operations of the BID and has been the liaison to the city of Muskegon and its staff.
- With the three-year extension of the BID, **DMN will received \$25,000 annually for 2018, 2019 and 2020 from the BID for administrative services.**
- The BID Board with the help of DMN staff **established the 2018-2020 budgets as part of the BID renewal process**, which DMN will carry out on behalf of the BID Board. The BID board can establish specific expenditures of BID funds through the annual budget process, with the DMN board providing oversight of the BID's marketing, events and promotions line items.
- DMN staff will expend the funds and report at least quarterly to the BID board on the work completed. DMN will provide an annual report to the BID and downtown community each January.
- Over the next three years, the BID Board in conjunction with DMN staff will work on expanding the BID services beyond West Western Avenue.
- This letter of understanding is for the **2018-2020 BID** as approved by the Muskegon City Commission and may be terminated with 60 days' notice from either party.

Approved by the Downtown Muskegon Now board **Feb. 8, 2018**

Signed: 

Andy Maciejewski

DMN president

Approved by the Business Improvement District board **Jan. 23, 2018**

Signed: 

Doug Pollock

BID chairman

DDA BUDGET WORKSHEET FOR FY 2019-20

For discussion / approval at the May 14, 2019 meeting

Revenues	FY 2018-19	FY2018-19 ACTUAL	FY 2019-20	FY 2019-20
Tax Increment (5%+ annual)*	\$ 1,116,355.00	\$ 1,069,486.00	\$ 1,144,263.88	\$ 1,144,263.88
Reimbursement - State	\$ 50,000.00		\$ 51,250.00	\$ 52,000.00
Trans From General Fund	\$ -		\$ -	\$ -
Interest Income	\$ 1,000.00	\$ 14.00	\$ 1,500.00	\$ 1,500.00
BID Income (or \$50,000 levy)**	\$ -		\$ 160,000.00	\$ 160,000.00
TIFA	\$ -		\$ -	\$ -
Former Mall Brownfield Income (GF)	\$ -		\$ -	\$ -
Total	\$ 1,167,355.00	\$ 1,069,500.00	\$ 1,357,013.88	\$ 1,357,763.88

Expenses	FY 2018-19	FY2018-19 ACTUAL	FY 2019-20	FY 2019-20
Business Dev. Manager Wages	\$ -		\$ 62,500.00	\$ 65,000.00
Trans to GF - Marketing, Events, Overhead	\$ -		\$ 100,000.00	\$ 100,000.00
FICA (7.65%)	\$ -		\$ 4,781.25	\$ 4,972.50
Workers Comp (2%)	\$ -		\$ 1,250.00	\$ 1,300.00
Health Insurance	\$ -		\$ 18,000.00	\$ 5,200.00
Residency Bonus (4%)				\$ 2,600.00
Life Insurance (0.24%)	\$ -		\$ 150.00	\$ 156.00
401(k) (6%)	\$ -		\$ 3,750.00	\$ 3,900.00
Total Salaries/Benefits	\$ -		\$ 190,431.25	\$ 183,128.50
Walkability Improvements	\$ -		\$ 70,000.00	\$ -
Streetscape/Wayfinding / Walkability***	\$ -		\$ 165,000.00	\$ 165,000.00
Public Art (Downtown Initiative)	\$ 10,000.00		\$ 20,000.00	\$ -
Landscaping	\$ -		\$ 135,000.00	\$ 80,000.00
Snow Removal	\$ -		\$ 100,000.00	\$ 72,000.00
Façade Program	\$ -		\$ 50,000.00	\$ -
Financial Incentives	\$ -		\$ 125,000.00	\$ 100,000.00
Downtown Park(s)****	\$ -		\$ 45,000.00	\$ 25,000.00
Marketing/Publications	\$ 20,000.00	\$ 5,000.00	\$ 20,000.00	\$ 100,000.00
Blight	\$ 5,000.00		\$ 15,000.00	\$ -
Office Space and Misc Operating	\$ -	\$ 1,250.00	\$ 8,500.00	\$ 8,500.00
Total Recurring Costs	\$ 35,000.00	\$ 6,250.00	\$ 753,500.00	\$ 550,500.00
LC Walker Phase 1	\$ 750,000.00	\$ 750,000.00	\$ -	\$ -
LC Walker Phase 1a*****	\$ 250,000.00	\$ 250,000.00	\$ -	\$ -
Event Contributions	\$ -		\$ 65,000.00	\$ 10,000.00
Projects and Events	\$ 1,000,000.00	\$ 1,000,000.00	\$ 65,000.00	\$ 10,000.00
County Debt Payments (\$1M)*****	\$ -		\$ 400,000.00	\$ 400,000.00
LC Walker HVAC/Roof (5 Year)*****	\$ 75,000.00		\$ 215,000.00	\$ 215,000.00
Other Debt Payments (smartzone)	\$ -		\$ -	\$ -
Total Debt Payments	\$ 75,000.00		\$ 615,000.00	\$ 615,000.00
Total Expenses	\$ 1,110,000.00	\$ 1,006,250.00	\$ 1,623,931.25	\$ 1,358,628.50

Net Rev/Expenses	\$ 57,355.00	\$ 63,250.00	\$ (266,917.38)	\$ (864.62)
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Cumulative Cash Reserves	\$ 57,355.00	\$ 63,250.00	\$ (209,562.38)	\$ 56,490.38
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*Significant Reduction in Tax Increment Planned in Year 10 Due to Transition to "Local Only" TIF

**Anticipates Increased BID Investment - Focus on Western and Third Streets (BID Board Would Ultimately Decide)

***Assumes 3rd Street Project in 2018-19 and Clay Ave Streetlighting in 2019-20

****Assumes DDA Maintains Splash Pad and Dog Park, and Develops a Playground Area in FY 2020-21

*****Anticipates an additional \$250,000 to complete Phase 1 of LC Walker (Restrooms)

*****Assumes 10-year debt repayment to Muskegon County

*****Assumes 10-year debt contribution at \$215,000/yr for 10 yrs related to new roofing, dehumidification & boiler at LC

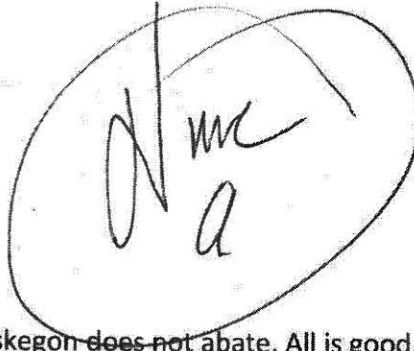
To: DDA and DMN boards

From: Dave Alexander, DMN

Re: May economic development report

Date: May 9, 2019

DDA and DMN board members:



The pace of activity and interest in downtown Muskegon ~~does not~~ abate. All is good.

Convention Center: The groundbreaking last week resulted in hugely positive publicity for downtown's future. This is the biggest public-private partnership this community has engaged since I have been in town thanks to the city, county and Parkland. And the DDA and city/county taxpayers haven't been asked for a dime. Construction will be underway in June with the closure of Fourth Street and center should open in the first quarter of 2021.

Butterfly mural: The Lakeshore Art Festival is putting up a butterfly mural on the side of the Frauenthal Center by Kelsey Montague, a huge social media engager through her public art. DMN is contributing \$2,000 to the effort as is the city's general fund.

NUFF: A City for All, a New Urbanism Film Festival will be June 18 from 5-8 at the Muskegon Museum of Art. DMN is a co-sponsor of the films and discussion of affordable housing, gentrification and urban residential development. Please join us at this free event.

Inclusion: I have had a half dozen very intense, very difficult conversations with various people or small groups of people on inclusion, economic equity and race the past month. These are tough but needed conversations to inch us along to downtown's goal of being welcoming to and reflecting of everyone as a place to live, work, play and stay. I encourage you to engage as you feel comfortable. I am open to private conversations with board members as I predict more and more of these discussions will become public. Embrace the change that hopefully is coming to our community.

Take It Outdoors: I have been participating with the groups on discussion outdoor recreation in Muskegon County as part of the chamber's theme for the next two years. Downtown is headquarters of the largest kayak producer in the world, Hemisphere Design Works. Downtown is steps away from a great bike trail and incredible recreational boating. One goal is to advocate for upgraded recreational facilities. For downtown that might mean improved "trail heads" where the bike path crosses a kayak launch.

MEDC tour: On April 12, Frank Peterson and I toured MEDC Director Jeff Mason from Windward Pointe to downtown among other stops he had that day in Muskegon. Director Mason saw the Pigeon Hill production facility, the Lakeview Lofts and The Leonard site. He and his staff were particularly interested in our Opportunity Zone push.

Crit: The Port City Criterion got a late approval from the city to have the downtown bike race Saturday June 29 from noon to 9 p.m. or so. This event is moving from dates in May the past two years in hopes of getting more downtown spectators.

Midtown streetscape: Consumers Energy Foundation, the city and Midtown stakeholders gathered on Third Street in April to recognize the foundation's \$200,000 contribution to the streetscape upgrade for Midtown that should be under construction in the fall.

Opportunity Zones: I have had four meetings the past month with property owners and investors looking for projects in the downtown district.

Food Hall event: A Food Hall is a food court for foodies. It is a concept that might be a good fit in downtown. To start to test that concept, DMN, Kitchen 242, Baker's Culinary Institute of Michigan and the West Michigan Food Initiative have partnered to create the Muskegon Food Hall, a local pop up event Friday June 28 at the Farmers Market. Tickets are \$50 apiece and limited with funds raised going to the kitchen. Please join us.

Third Street ... Midtown to the Lake: There are some very exciting conversations among stakeholders and community leaders on extending the Third Street promenade to the Third Street Dock of Sand Products, which could be transferred into city ownership. The potential for public downtown waterfront property and ease of crossing of Shoreline Drive is more than exciting. I will keep you updated.

MPS: The Muskegon Public Schools are at a critical juncture seeking a new superintendent while facing a critical \$77 million bond issue a year from now. MPS needs not just survive but thrive if downtown development is to be sustainable, especially the residential developments. As a downtown director and a longtime MPS property owner, I have been providing my support to community leaders working on these educational issues.

Educational offices: A public educational institution is looking to have a new presence in downtown Muskegon. I am working with that institution and the owners of possible downtown locations.

Social District: The enabling legislation for "walking a beer down Main Street" has yet to be introduced but the West Michigan Chamber Coalition and the Grand Rapids chamber has embraced the concept. The GR chamber has the advocacy team to help us in Lansing.

Dog Park hand off: The Bark Park is getting a ton of use and it's getting upgrades including new trees on both the large and small dog sides. The large dog side has been closed for a while in hopes of getting grass to grow. DMN will be handing the park off to the city/DDA. The city is in the process of obtaining the land and the green space to the south from Muskegon County.

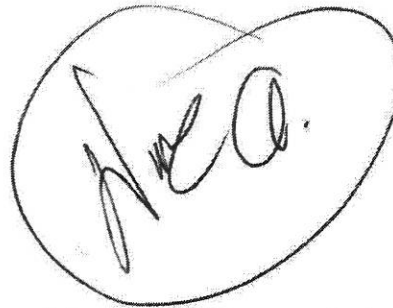
Presentations: I presented the downtown story to the chamber ambassadors, the staff of Raymond James and with John VanWyck on WKBZ Talk of the Town.

To: DDA and DMN board members

From: Dave Alexander, DMN

Re: Monthly economic development report

Date: April 4, 2019



Downtown board members, here are some quick-hit updates on downtown projects and issues:

Third-Morris parking: The deterioration of the surface in the two "public" lots at Morris and Third and the future development surrounding those necessitates a stakeholders' meeting on the topic. The DMDC will not be improving the lots and if they were to be resurfaced how long will that fix be needed until development of a parking structure may become a necessity. I will keep you updated as consensus emerges.

Third Street Dock: With the city and Mart Dock owners working toward a property swap of the Third Street Dock for Fisherman's Landing, discussion of a public-private development of the Third Street Dock is under way with the private owners, the city, the county, the chamber and state legislators. Third Street Dock is the critical future access point for the heart of downtown's link to Muskegon Lake.

MCC Fitness Center: The MCC Board of Trustees passed a resolution last month that names the center as part of the college's mission and gives the community time to determine a long-term solution to its recreation center needs.

Pigeon Hill Brewing production: Construction is being completed on the new production facility with equipment move planned from 441 Western to the new building the week of April 22 and production underway in the new facility the week of May 6.

Third Street/Midtown streetscape: A check passing ceremony with Consumers Energy, city officials and Midtown stakeholders is slated for Thursday April 18 at 1:30 p.m. The company's foundation is providing \$200,000 to the streetscape project. Please join us.

Credit union visit: I spent four hours last month with three credit union executives from out of town and a local manager. The statewide financial services organization is looking to relocate its Muskegon branch and wants to be downtown. I will continue to work with them through the relocation process.

Retail strategy: I attended a two-day series of meetings of the Michigan Downtown Association in Lansing and East Lansing last month. A session presented by the Michigan Economic Development Association got me thinking about our need to have a future retail development strategy. That would include having an up to date retail market study, especially with what is happening with The Lakes Mall and the retail move to digital. The market study would lead to a retail development plan and key prospects lists of segments and companies. Finally, I would want to train our retail businesses both in marketing/operations in urban areas and customer

service. These are activities we might consider in the DDA's marketing and/or business incentive areas of work. I would contemplate an outside consultant for the work.

Gay Pride: A downtown worker/resident in the LGBTQ community approached downtown and the chamber on having an inclusive downtown. Discussions will continue on recognizing Gay Pride in the month of June, working with Muskegon Pride to find downtown places and events that are comfortable to the LGBTQ community and actively work on placement of gay pride flags and symbols on businesses and institutions downtown. I will keep you updated as we progress on these issues.

Convention Center: As work continues on convention center construction contracts, the city, county and Parkland Development will have two events in May, groundbreaking Wednesday May 8 11 a.m. at the corner of Western and Fourth and a stakeholders update Tuesday May 7 4-6 p.m. in the new Delta by Marriott. Join us for both.

Pop Up Food Hall events: Downtown, Farmers Market/Kitchen 242, Baker's CIM and the food initiative are collaborating on two special events to promote the concept of a Food Hall for downtown while supporting local chefs and CIM students. The foodie events are slated for Fridays June 28 and July 26 from 4:30 to 7 p.m. at the Farmers Market. Put them on your calendar.

Dog Park upgrades: I have posted on the Bark Park Facebook Page the transition of the park from DMN to the city/DDA. That includes some upgrades that are now under way. I believe with remaining Bark Park funds and exit contributions from DMN we can make some significant upgrades as we go into our second year of operations. The only free, public dog park in Muskegon County is a huge hit.

BID's future: The BID board meet last week and took care of basic agenda items on landscaping and planter services (status quo) for the summer. But the initial discussion on the BID's future after 2020. Some want to end the BID, others want to shrink and concentrate the BID and others want status quo. By this time next year, the BID will have to come to a consensus and provide the Muskegon City Commission with a recommendation.

Kayak access: Paddle Muskegon, the chamber's Take It Outdoors initiative, Guy's Kayak Rental and Watch Muskegon Go Boating all have plans for better kayak access on the south shore of Muskegon Lake and in particular within the DDA district. I would hope to put the interested parties together in the next weeks with city staff to discuss vision and specific facility upgrades.

Presentations: This past month my presentations have included being on a Blue Economy panel at the Lakeshore Museum Center on downtown waterfront public access and a downtown welcoming message to the Michigan Council for Arts and Cultural Affairs.

Meetings: This past month my meetings have included tours with Sen. Jon Bumstead and staff of downtown. Downtown expects to host meetings with Gov. Whitmer and MEDC Director Mason at the end of next week.